RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #091800
Mr. G. Burns
CAPITAL CANDY CO., INC.

FEBRUARY: DORAL B1G1F / PROMOTION #800018

Dear George:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **97** skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light	12300-24960	**4**
Light 100	12300-24961	**3**
Light Men 100	12300-24963	**3**
FF 100	12300-24962	**3**

DISPLAY DETAIL (#536645)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival: **January 26, 1998**

Ship Date to Retail: **Week of: February 9, 1998**

SKU CUBE : **0.4965**
SKU WT (w/o Product): **1.1700 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **2 Savings Cartons**

EFT $ Amount: **$1,065.07**

State Breakdown:
NH: 1 Case Each (Lt / Lt 100 / Lt Men 100 / FF 100) $356.78
VT: Cases Each (3 Lt / 2 Lt 100 / 2 Lt Men 100 / 2 FF 100) $708.29

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$63.70 (4.55 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 391800 CAPITAL CANDY CO., INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112201	112226	656865	V & G GETTY MART	990 LISBON ST	LEWISTON	ME	04240	1			37358	(207)784-3118
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1			37125	(207)623-1215
112201	112225	754679	VILLAGE VARIETY	FEDERAL ROAD	KEZAR FALLS	ME	04047	1			36072	(207)625-8417
112201	112227	765984	GETTY MART	510 SABATTUS ST	LEWISTON	ME	04240	1			37065	(207)782-6922
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	1				(603)447-2250
112204	112227	580000	MINI APPLE	245 MAIN ST	SOUTH PARIS	ME	04281	1			36028	(207)743-2708
112204	112227	698841	MEXICO ONE STOP INC	1 HARLOW HILL RD	MEXICO	ME	04257	2			371889	(207)364-3222
112204	112227	754124	FOUR CORNERS	81 LINCOLN AVE	RUMFORD	ME	04276	1			37004	(207)364-2725
112207	112227	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	4			37066	(207)353-5969
112208	112225	419588	BOONIE'S INC.	ROUTE 11	SHAPLEIGH	ME	04076	1			38028	(207)636-2600
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1			17159	(518)293-7575
162301	162323	760781	BLOUINS BEVERAGE MK	1 NOYES ST	RICHFORD	VT	05476	1				(802)848-3633
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1			13032	(802)988-2285
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	1				(802)524-3182
162301	163829	583313	CHIMNEY CORNER STOR	ROUTE 7	MILTON	VT	05468	1		1519-0000		(802)878-2954
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				(802)893-7786
162301	162323	623973	WAGON WHEEL PLAZA	RT 104	ST ALBANS	VT	05478	1			35049	(802)527-0104
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	1				(802)868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	1			35285	(802)893-3650
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	1			11357	(802)848-3550
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	5				(518)561-9281
162301	163829	753475	COUNTRY MOON DELI	88 HEINEBERG DR	COLCHESTER	VT	05446	1			11384	(802)658-4463
162301	162323	760782	MAYHEW'S CORNER STR	1 RIVER ST	RICHFORD	VT	05476	1			11094	(802)848-3819
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1		3435-0000		(802)265-3500
163801	163827	113765	JIMMY KWIK	60 COVENTRY ST	NEWPORT	VT	05855	1			050169	(802)334-2132
163801	163828	410982	CONVENIECE PLUS	REDEMPTION & DELI	NORTHFIELD	VT	05663	2				(802)485-6498
163801		113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	1				(802)533-2631
163801	163827	647732	FORDHAM'S MOBIL MAR	RTE 5	LYNDONVILLE	VT	05851	1		2734-0200	80358	(000)000-0802
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	1			50127	(802)766-2205
163801	163828	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	1				(802)244-6673
163801	163829	113522	GRACEY'S STORE	1333 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-1253
163801	163828	114119	MOUNTAIN RD MKT	344 MOUNTAIN RD	STOWE	VT	05672	1				(802)253-7010
163801	163828	114170	CENTRAL MKT	50 SUMMER ST	BARRE	VT	05641	1				(802)476-4888
163801	163829	303495	SIMON'S	974 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		1519-0000		(802)862-8011
163801	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	2				(802)479-5513
163801	163829	470566	SIMON'S ESSEX	134 JERICHO RD	ESSEX CENTER	VT	05451	1		1519-0000		(802)878-3091
163801	163829	470568	SIMON'S #4	RTE 2 & 2A	WILLISTON	VT	05495	1		1519-0000		(802)878-4933
163801	163829	585246	HANDY'S PARK ST MOB	24 PARK ST	BURLINGTON	VT	05401	1		1519-0000		(802)862-7594
163801	163829	623926	DOWNTOWN QUICK STOP	93 S WINOOSKI AVE	BURLINGTON	VT	05401	1		1519-0000	3035	(802)658-2259
163801	163828	658967	SIMON'S STORE & DEL	377 RIVER STREET	MOUNT PELIER	VT	05602	1		1519-0000		(802)229-0314
163801	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	4			2334	(802)878-5377
163801	163829	704681	SHELBURN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	5			11052	(802)985-3246

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WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
TEMPLATE : 800018 80200 DOR FEB B1G1F
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	1				(802)899-4730
163801	163829	755173	SIMON'S FIVE CORNER	2 PARK ST	ESSEX JUNCTION	VT	05452	1		1519-0000		(802)878-1505
163802		104970	THE LITTLE STORE	55 SCHOOL ST	LEBANON	NH	03766	1			80088	(603)448-3545
163802	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	1			20068	(603)632-7507
163802		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	1			50097	(802)883-2220
163802	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	1			20067	(603)632-4210
163802	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	1				(603)353-4703
163802	163827	717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	3				(603)272-9016
163802	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	1		2794-0200	17018	(802)767-3131
163802		104932	STINSON VILLAGE ST.	2 ALLEN ST	HANOVER	NH	03755	1			80065	(603)643-6086
163802	163825	702944	DAMANETES	LOWER MAIN STREET	CLAREMONT	NH	03743	4			17167	(603)542-2222
163802		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	1			12015	(802)438-9880
163802	163829	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	2		2794-0200		(802)897-8585
163802	163828	114026	KINGSBURY COUNTRY	RT 100	WARREN	VT	05674	1			17026	(802)496-3366
163802	163829	114300	PRATTS STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	1				(802)758-2323
163803	163825	104114	DREWSVILLE GEN STOR	RTE 123	DREWSVILLE	NH	03604	4			25303	(603)445-5120
163803	163825	469826	WEST RIVER VALLEY	RTE. 30	WEST DUMMERSTO	VT	05357	1				(802)254-2880
163803		730986	N. WALPOLE GEN STOR	23 CHURCH ST	NORTH WALPOLE	NH	03609	1			25304	(603)445-2055
163803	163825	029104	PELLERINS MARKET	OLD CLAREMONT ROA	CHARLESTOWN	NH	03603	1			167007	(603)826-5203
163803	163825	703572	JAKE'S PARK ST MKT	114 PARK ST	SPRINGFIELD	VT	05156	2			16381	(802)885-9177
163803	163825	712602	JIFFY MART	317 CALAVANT HILL	CHARLESTOWN	NH	03603	1				(603)826-9777
163803	163825	759666	JAKES MARKET	181 SOUTH ST	SPRINGFIELD	VT	05156	1			16714	(802)885-5488
163807		773785	LINDA'S ONE STOP	MAIN ST	NORTH HAVERHIL	NH	03774	1				(603)787-6118
163807	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	4		2794-0200	30567	(603)524-8014
163807	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	LACONIA	NH	03246	1			14397	(603)366-2232

PAGE BREAK TOTAL ACCOUNTS 67 TOTAL QUANTITY 97

TEMPLATE TOTAL ACCOUNTS 67 TOTAL QUANTITY 97

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WHOLESALER PACKING INSTRUCTIONS

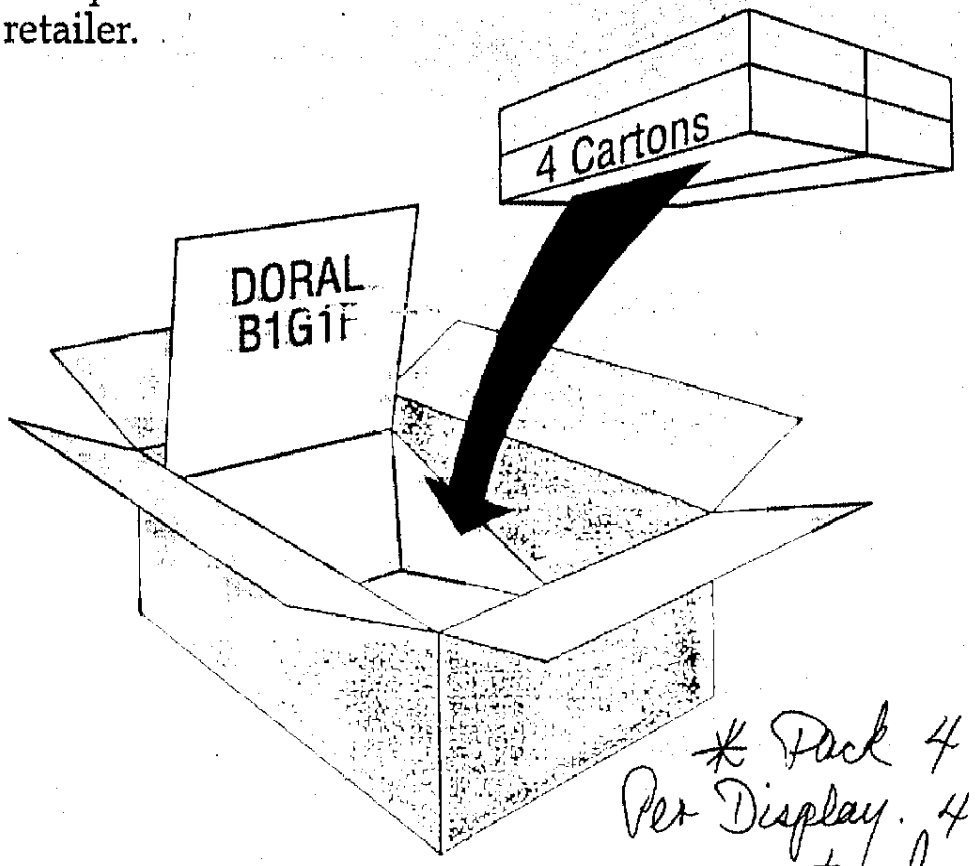
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* Pack 4 Cartons Per Display. 4 Styles may not be skipped to all DIRECT Accts.

Item: # 536645
Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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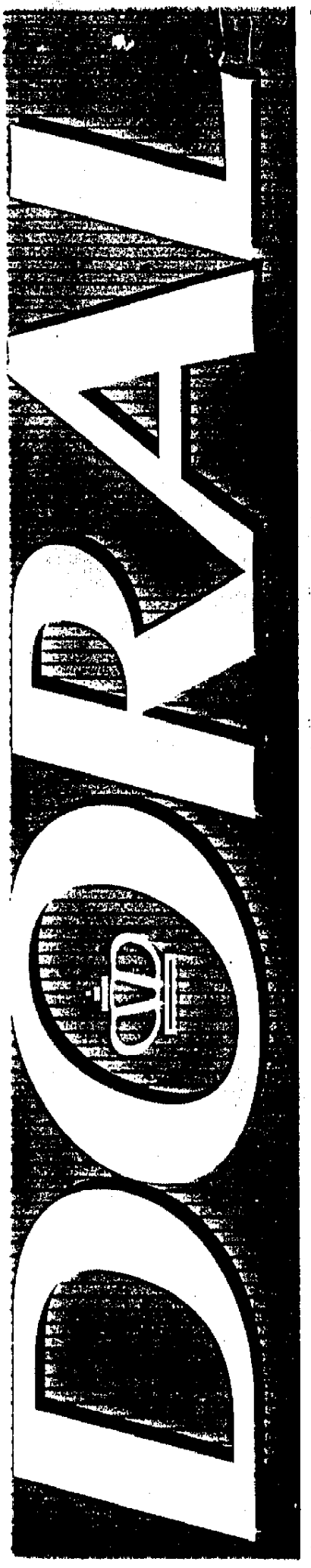

February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free.**

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

2-Pack Sleeve

Paster

Counter Display

The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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